

SUCCESS STORY

Team Dealer

Strengthening customer loyalty through team stores

750+

OMG stores in first 18 months

7,700+

orders placed in first 18 months

\$1,985

average volume per store

Background

Founded in 2001, this full-service team dealer business is led by two entrepreneurs with a shared belief that positive customer experiences are the key to building a successful business. Since opening their doors, the Kansas City-based company has grown sales tenfold through repeat and referral business, and expanded their team to more than 25 employees.

The company specializes in custom apparel, offering in-house screen printing, embroidery, and sublimation services. They primarily work with teams, clubs, and schools, and have started expanding their business into corporate simply by word of mouth.

The Challenge

Coming from a corporate IT background, one of the cofounders was an advocate for business technology and an early adopter of online stores. In the early days of their business, eCommerce platforms were clunky and too expensive to use for customer-specific online stores.

The entrepreneurial duo relied on paper order forms to collect and manage orders for each customer, including manually counting product quantities and sizes. Coaches were stuck handling the individual payments for each order, as well as product distribution.



OMG was enticing because of how user-friendly it is. Coaches, parents, and athletes like our online stores because they're easy to use and mobile responsive.

CEO & Cofounder,
Full-Service Team Dealer

The Solution

After years of working with paper order forms, the company decided to partner with OrderMyGear in 2016 to streamline order collection and create efficiencies for their team. OMG enables them to quickly build custom online pop-up stores for each individual team, club, school, and corporate customer.

Now, consumers purchase products directly from the online store, where they can select their size and even request personalization—such as their name—without ever touching a paper order form. Coaches are free to focus on their team instead of chasing down orders and payments, and this team dealer can maximize their time and resources to grow their sales and cater to more customers.

The company has seen significant improvements to the customer experience since taking their business online with OMG. Some of the most helpful capabilities include:

Product bundles, which enables them to create product packages that simplify purchasing for consumers and helps groups to meet product minimums.

Group Access Portal, which offers group leaders and coaches visibility into their online store performance while keeping athlete, student, and employee data protected.

OMG analytics, which provides a global view of store performance and the data they need to make more informed decisions about the business.

KEYS TO SUCCESS



Bundling

Create bundles to help meet product minimums and increase sales



Simplicity

Offer a limited selection of products and logos to streamline fulfillment



Buy-In

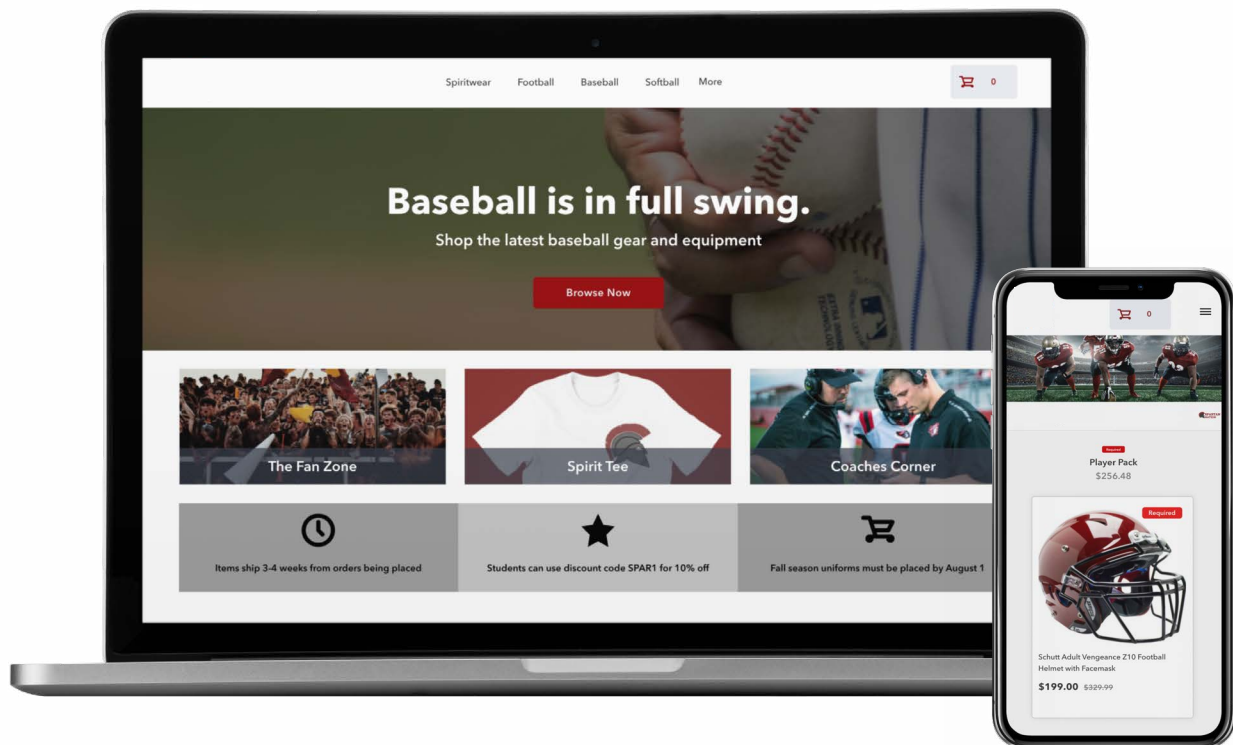
Solicit buy-in from group leaders to encourage consumers to shop

The Results

This team dealer focuses on providing the best customer experience possible to differentiate their business, and partnering with OMG has allowed them to take things to the next level. The OMG platform has improved the overall experience for everyone involved - their team, customers, and the end consumer. In the past 12 months alone, they have fulfilled over 7,700 orders from more than 750 stores and continues to experience positive growth year over year.

OMG online stores are a must-have to be competitive in today's business climate. Coaches are busier than ever - they don't want to collect orders and payments.

CEO & Cofounder, Full-Service Team Dealer



Learn more at ordermygear.com
or email us at hello@ordermygear.com